



## UNITED STATES PATENT AND TRADEMARK OFFICE

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Bib Data Sheet

CONFIRMATION NO. 9203

|   |   |                               |   |                                      |
|---|---|-------------------------------|---|--------------------------------------|
| <b>SERIAL NUMBER</b><br>09/731,115  | <b>FILING DATE</b><br>12/06/2000<br><b>RULE</b>   | <b>CLASS</b><br>725           | <b>GROUP ART UNIT</b><br>2611   | <b>ATTORNEY DOCKET NO.</b><br>UV-174 |
| <b>APPLICANTS</b><br>M. Scott Reichardt, Tulsa, OK;<br>W. Benjamin Herrington, Tulsa, OK;   |   |                               |   |                                      |
| <b>** CONTINUING DATA *****</b><br>THIS APPLN CLAIMS BENEFIT OF 60/170,060 12/10/1999   |   |                               |   |                                      |
| <b>** FOREIGN APPLICATIONS *****</b>  |   |                               |   |                                      |
| <b>IF REQUIRED, FOREIGN FILING LICENSE</b><br><b>GRANTED ** 02/05/2001</b>  |   |                               |   |                                      |
| Foreign Priority claimed <input type="checkbox"/> yes <input type="checkbox"/> no<br>35 USC 119 (a-d) conditions <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after<br>met Allowance<br>Verified and Acknowledged _____<br>Examiner's Signature Initials |   | <b>STATE OR COUNTRY</b><br>OK | <b>SHEETS DRAWING</b><br>29   | <b>TOTAL CLAIMS</b><br>84            |
| <b>INDEPENDENT CLAIMS</b><br>12   |   |                               |   |                                      |
| <b>ADDRESS</b><br>Richard M. Feustel, Jr.<br>FISH & NEAVE<br>1251 Avenue of the Americas<br>New York ,NY 10020-1104   |   |                               |   |                                      |
| <b>TITLE</b><br>Systems and methods for coordinating interactive and passive advertisement and merchandising opportunities  |   |                               |   |                                      |
| <b>FILING FEE RECEIVED</b><br>2582  | FEES: Authority has been given in Paper<br>No. _____ to charge/credit DEPOSIT ACCOUNT<br>No. _____ for following: |                               | <input type="checkbox"/> All Fees<br><input type="checkbox"/> 1.16 Fees ( Filing )<br><input type="checkbox"/> 1.17 Fees ( Processing Ext. of time )<br><input type="checkbox"/> 1.18 Fees ( Issue )<br><input type="checkbox"/> Other _____<br><input type="checkbox"/> Credit _____ |                                      |